

# Business Plan Competition

*April 2017*



**WISCONSIN**  
SCHOOL OF BUSINESS

UNIVERSITY OF WISCONSIN-MADISON

TOGETHER  
FORWARD®

# COMPETITION AGENDA

April 28, 2017

*Pushing the boundaries of innovation through the development of student-led business and non-profit ventures.*

8:00—8:05 a.m. **Welcome** | *Executive Dining Room, Grainger 1266*  
*Coffee available*

John Surdyk, Director, INSITE

Martin Ganco, Faculty Director, INSITE

Catherine Alpeter, Student Associate Director, WSB Business Plan Contest

## Competition Presentations

|            | <b>Track 1</b><br><i>Grainger 2510</i>                          | <b>Track 2</b><br><i>Grainger 2520</i>               | <b>Track 3</b><br><i>Grainger 3190</i>                       | <b>Track 4</b><br><i>Grainger 3180</i>                             |
|------------|---|--|--|--|
|            | <b>Judges</b><br>Sean Cleary<br>Daniel Litvak<br>Kurt Sippel    | <b>Judges</b><br>Juan Gomez<br>Nhi Le<br>Steve Royko | <b>Judges</b><br>Joe Boucher<br>Michael Enyart<br>Scott Kohl | <b>Judges</b><br>Matt Howard<br>Andrew Mullvain<br>Heather Wentler |
| 8:15 a.m.  | Kynect  | Inlighten  | abExponential  | BirthdayBox  |
| 8:30 a.m.  | Linectra  | Oakare   | Atrility Medical   | Linknitive   |
| 8:45 a.m.  | Terra Protein   | Railflyer UHSR                                       | FashionCam   | Happy Feet Medical   |
| 9:00 a.m.  | >> <b>Break</b> <<  |  |  |  |
| 9:15 a.m.  | ThermaNook  | SwopShop   | Let's Sublease   | HitchPoint   |
| 9:30 a.m.  | Torridity   | U-Sit  | LifeMapping  | Mapalife   |
| 9:45 a.m.  | VigorChoice   | Trimm  | NovoMoto   | Pathogenomica  |
| 10:00 a.m. | >> <b>Exhibits (Grainger Atrium)</b> <<                         |  |  |  |
| 11:00 a.m. | Participants' Lunch ( <i>Executive Dining Room, Room 1266</i> ) |  |  |  |

## Participating Teams

### TRACK 1

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**Kynect**, Provides a smart collar for pets

*James McGlade, Marco Prouve, Mehdi Shokoueinejad, Fa Wang*

**Linectra**, Developing a high-speed 3D metal printer

*Brandon Walker*

**Terra Protein**, Produces a sustainable protein blend with cricket powder

*Noah Gerber, Kyle Tamboli, Nicole Canavati*

**ThermaNook Comforters**, Offers an innovative comforter design

*Matthew McMillan, Ryan Murray, Matthew Cheeseman, Jack Graves*

**Torridity Instrument Heating Solutions**, Creates products that allow musicians to use and transport their instruments in all weather

*Zachary Klayman, Lizzy Svigeli, Austin Kyle, Jeff Krueger*

**VigorChoice**, Healthy food centers for college students

*Hima Bharathi Adusumilli*

### TRACK 2

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**Inlighten**, Focused on child wellness using technology and mindfulness

*Rebecca Kravitz*

**Oakare**, Improves nursing care with digital communications

*Vincent Kuranz, Ben Mihelich*

**Railflyer UHSR**, Providing low-cost, energy-efficient rail service

*Michael Schlicting, Justin Shrimmer*

**SwopShop**, Bringing bartering to the digital age

*Max Goldberg, Aaron Levin, Cole Burek*

**Trimm**, Hair-cutting services for the modern world

*Samuel Haack, James Rohde*

**U-Sit**, An innovative marketplace focused on childcare needs

*Brandon Shields, Scott Maurer*

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### TRACK 3

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**abExponential**, Offers a knowledge platform that delivers challenges

*Kyle Treige*

**Atrility Medical LLC**, Provides a device for detecting cardiac arrhythmias

*Matthew Knoespel, Philip Terrien, Randal Mills, Connor Sheedy, James Olson*

**FashionCam**, Building a mobile app to improve online shopping experiences

*Shiyue Xie, Manasi Srirangarajan*

**Let's Sublease**, An Airbnb-esque subleasing platform

*Zhicheng Gu, Sean Thrun, Xuan Zhang, Myles Pindus*

**LifeMapping**, Offers a cloud-based mapping app to tell and share stories

*Dean Olsen*

**NovoMoto**, Provides clean, renewable electricity to communities in Africa

*Aaron Olson, Mehrdad Arjmand, Scott Groux*

### TRACK 4

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**BirthdayBox**, Offers ready-made birthday celebrations in a box

*Randall Pulfer, Tyler Lane, Aaron Wilson*

**Linknitive**, Developing a mobile app to support language learning

*Chao Weng, Dongning Wang*

**Happy Feet Medical**, A medical data analytics company

*Tushar Verma*

**HitchPoint**, A consumer marketplace supporting wedding vendors and couples

*Ryan Ward, Leah Wetzel*

**Mapalife**, Provides low-cost memorial options for the funeral industry

*Rebecca Easton, Samuel Harvey*

**Pathogenomica Inc.**, Offers fast, accurate detection of microorganisms

*Francisco Moya, Pamela Camejo, Jacqueline Mejia, Veronica Kramm*

## Finalists' Schedule

**Judges:** Lorrie Heinemann, John Neis, and Molly Lahr

**Location:** Grainger Hall Plenary Room

11:45 a.m. Announce Finalists  
12:00 p.m. Track 1 Finalist  
12:15 p.m. Track 2 Finalist  
12:30 p.m. Track 3 Finalist  
12:45 p.m. Track 4 Finalist

1:30 p.m. **SPECIAL: New Arts Venture Challenge** (*Public invited*)

3:45 p.m. WSB Business Plan Competition Awards

## Judges

**Joe Boucher**, Neider & Boucher LLP

**Sean Cleary**, Cleary Building Corp.

**Michael Enyart**, Wisconsin School of Business

**Juan Gomez**, Wisconsin Economic Development Corporation

**Lorrie Heinemann**, Madison Development Corporation

**Matt Howard**, EatStreet

**Scott Kohl**, Third Space

**Molly Lahr**, American Family Insurance

**Patrick Landers**, AARP Foundation

**Nhi Le**, gener8tor

**Daniel Litvak**, WeightUp Solutions

**Andrew Mullvain**, American Family Insurance

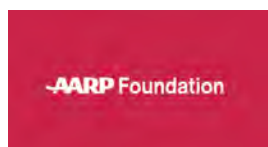
**John Neis**, Venture Investors

**Steve Royko**, Royko Enterprises

**Kurt Sippel**, Applied Tech

**Heather Wentler**, Doyenne Group

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